

Application no. 10/033,499  
Amdt. dated September 10, 2003  
Reply to Office Action of June 13, 2003

### REMARKS / ARGUMENT

In the prior office action, Claims 1-6, 8-4, and 16 were rejected under 103(a) as being unpatentable over US patent no. 5,156,898 to McDonald ("McDonald") in view of US patent no. 5,013,070 to Maude, Sr. ("Maude"). Claims 7 and 15 were rejected as being unpatentable over McDonald and Maude and further in view of US patent no. 4,487,431 to Kelly ("Kelly"). These rejections are overcome by amendment to Claims 1 and 9.

Claim 1 has been amended to include upper and lower panels that "inwardly rotate towards the upper side" which were addressed in Applicant's reply to the office action of October 1, 2002. The inwardly folded" upper and lower panels were also acknowledged in Examiner's office action of June 13, 2003 with the proviso that the feature was not recited in the claims. See page 6, lines 2 - 7. As discussed in detail in Applicant's prior response, the presence of the inwardly folding panels is absent from US Patent No. 5,156,898 to McDonald, thereby providing structural and functional differences with respect to the concertina folds of the prior art. Applicant therefore asserts that Claim 1 as amended and the claims that depend therefrom are novel and non-obvious.

Claim 9 has also been amended to include "inwardly rotating" panels. Applicant therefore asserts that Claim 9 as amended and the claims that depend therefrom are novel and non-obvious.

Applicant also introduces new Claims 17 - 23 pertaining to a booklet including at least one upper panel and at least one lower panel that are adapted to "rotate inwardly with respect to the upper side." Applicant asserts that independent Claim 17 and the Claims 18 - 23 that depend therefrom are novel, non-obvious, and distinguishable from the prior art.

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Applicant therefore respectfully requests that a timely Notice of Allowance be issued in this case. Should there be any fees for this action, your office is authorized to draw from the firm deposit account number 02-3979. Should you have any questions, or identify any problem, I would appreciate a telephone call so that this matter may be resolved promptly.

Respectfully submitted,

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